**Internship Report: Real-Time Play Store Analysis at Null Class**

**1. Introduction**

The internship at Null Class focused on analysing real-time Play Store data using data analytics. The primary goal was to extract meaningful insights regarding app performance, user engagement, and market trends.

**2. Background**

With the growing demand for mobile applications, analysing Play Store data is essential for businesses and developers to optimize their apps. This internship provided an opportunity to apply data analytics concepts to real-world data, enhancing both technical and analytical skills.

**3. Learning Objectives**

* To understand real-time data extraction techniques.
* To apply data cleaning and preprocessing methods.
* To derive actionable insights from Play Store data.
* To develop a structured approach to data-driven decision-making.

**4. Activities and Tasks**

* Collected real-time Play Store data using APIs and web scraping techniques.
* Cleaned and pre-processed raw data for further analysis.
* Used MySQL for data storage and management.
* Analysed app ratings, reviews, and download trends.
* Created a dashboard to present insights effectively.
* Documented findings and recommendations for app developers.

**5. Skills and Competencies**

* Data extraction and cleaning using Python.
* SQL database management.
* Analytical thinking and problem-solving.
* Report writing and documentation.

**6. Feedback and Evidence**

* Received constructive feedback from mentors on improving data processing efficiency.
* Successfully developed a working dashboard demonstrating Play Store trends.
* Gained hands-on experience in real-time data handling and visualization.

**7. Challenges and Solutions**

* **Data Inconsistencies:** Resolved missing values and duplicate entries using Pandas.
* **API Limitations:** Used efficient request-handling techniques to overcome API restrictions.
* **Visualization Complexity:** Iterated different dashboard designs to ensure clarity and usability.

**8. Outcomes and Impact**

* Successfully built an interactive Play Store analytics dashboard.
* Gained proficiency in data analytics and visualization tools.
* Developed a structured approach to handling real-time data.
* The insights generated helped me understand key app trends.

**9. Conclusion**

The internship at Null Class was an enriching experience. It allowed me to apply theoretical knowledge to practical scenarios. It enhanced my technical skills in data analytics and visualization while providing valuable industry exposure. The challenges faced during the project contributed to my personal and professional growth, preparing me for future analytical roles.